

## **Abstract**

The thesis covers the topic of visual merchandising, which is one of the in-store marketing communication tools. The aim of the theoretical part is to put this concept in the context of this type of marketing communication and to define it. The history of visual merchandising and its objectives, principles and aspects are described as well. The thesis shows the individual tools of visual merchandising, which are goods arranging, mannequins, lighting, signs and navigation, windows, working with materials and the use of colour, where the typology and use in practice are showed. Also, the distribution mechanism of goods in a store are described by the author. In the practical part an analysis of visual merchandising at two selected stores, Vans and Manufaktura, was made. The author describes it and compares with the concepts that are illustrated in the theoretical chapter. The practical part also includes structured interviews with representatives of the brands of both the analysed stores, where additional information on the visual merchandising of the entire stores were obtained. The main goal of this thesis is to introduce visual merchandising as a tool of in-store marketing communication, to describe its theoretical roots and to explore its influence on customers' behaviour. An additional aim is to find out how the theoretical concepts are followed in practice and how brands work with this field in stores.